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Hotel Hills Sarajevo, Bosnia and Herzegovina

# **How do hotel managers and hotel owners in Bosnia and Herzegovina perceive halal certification as a tool for market attractiveness?**

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# Background & Research Motivation

## Context

- Global halal tourism continues to grow rapidly.
- Muslim travellers increasingly seek halal-compliant hospitality services.
- Halal certification is becoming an important tool for differentiation and market positioning.
- Existing research focuses mainly on tourists and destination competitiveness.
- Limited research examines how hotel decision-makers themselves perceive halal certification.

## Research Gap

**How do hotel managers and owners in Bosnia and Herzegovina perceive halal certification as a business and market positioning tool?**

# Why Bosnia and Herzegovina?

## Key Facts

- Established halal certification system since 2006.
- Significant Muslim population and rich cultural heritage.
- Growing and internationally recognised tourism industry.
- Increasing recognition as a halal-friendly European destination.
- Limited empirical research on managerial perceptions of halal certification.

## Research Context

Bosnia and Herzegovina offers a unique European setting for exploring halal hospitality development - bridging Islamic heritage with contemporary tourism strategy.

# Research Questions

## Main Research Question

How do hotel managers and owners in Bosnia and Herzegovina perceive halal certification in relation to hotel market attractiveness?

## Sub-Questions

- 01 How do managers understand the role of halal certification in hotel operations and positioning?
- 02 What opportunities and benefits do they associate with halal certification?
- 03 What challenges and barriers influence their attitudes toward certification?

# Theoretical Framework

## Signalling Theory

Halal certification may function as a signal of:

### Trust

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**Builds confidence among Muslim travellers that halal standards are maintained.**

### Quality

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**Differentiates hotels on service and operational excellence.**

### Religious Compliance

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**Assures adherence to Islamic principles throughout operations.**

### Market Differentiation

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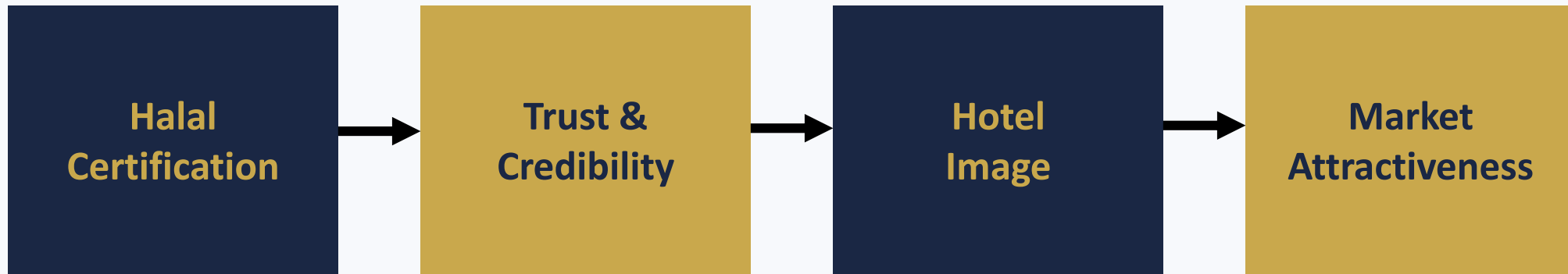
**Positions the hotel within the fast-growing halal tourism market.**

# Theoretical Framework

## Conceptual Model

### Key Insight

Certification communicates value to customers when service quality and compliance cannot be directly observed.



# Methodology

## Research Design & Participants

### Research Design

- Exploratory qualitative study
- Multiple-case approach
- Semi-structured interviews

### Participants

- Hotel managers
- Hotel owners

### Setting

- Hotels in Bosnia and Herzegovina
- Purposive sampling strategy
- Focus on certified (and non-certified) properties

# Methodology

## Data Collection & Analysis

### Data Collection

- Audio-recorded interviews
- Approximately 30-45 minutes
- Ethical consent and anonymity ensured

### Data Analysis

1. Transcription
2. Open Coding
3. Focused Coding
4. Thematic Analysis
5. Interpretation via Signalling Theory

# Expected Contribution & Implications

## Academic Contribution

- Extends halal tourism literature beyond tourist perspectives.
- Introduces managerial perceptions into halal hospitality research.
- Applies Signalling Theory in a European halal tourism context.

## Practical Contribution

- Insights for hotel operators on halal certification value.
- Guidance for halal certification bodies.
- Recommendations for tourism policymakers.
- Supports positioning Bosnia and Herzegovina in the halal tourism market.

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# THANK YOU FOR ATENTION



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